

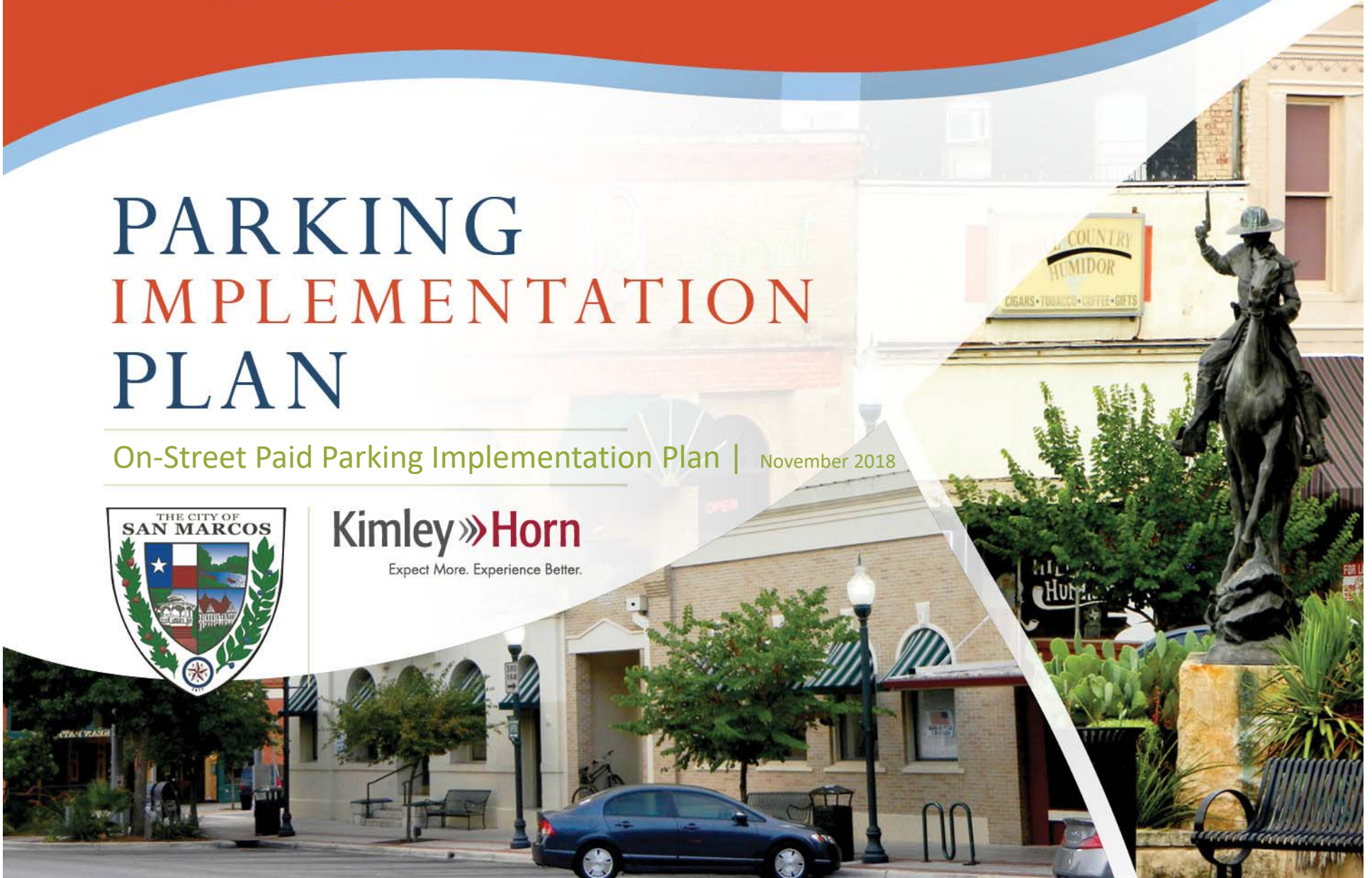
City of San Marcos

PARKING IMPLEMENTATION PLAN

On-Street Paid Parking Implementation Plan | November 2018



Kimley»Horn
Expect More. Experience Better.





Introductions

- L. Dennis Burns, CAPP
Vice President / Senior Practice Builder
Kimley-Horn and Associates



Work Session Purpose

Present draft recommendations regarding implementation of on-street paid parking in advance of Council consideration and possible action on December 4th.



Presentation Overview

- Summary of previous Parking Implementation Plan Elements
 - Parking Organization and Staffing Plan
 - Parking Program Framework Plan
- Summary of Data Collection Efforts
- On-Street Paid Parking Assessment
- Paid Parking Recommendations
- Technology Recommendations
- Initial Revenue & Capital Cost Estimate
- Parking Benefit Districts
- Summary of Next Steps
- Questions/Discussion

The background features abstract geometric shapes. A dark blue shape is at the top left, with a thin light blue line separating it from the white background. A green shape is at the bottom left, and a red shape is on the right side, separated from the green by a white line.

Parking Implementation Plan Overview



Parking Implementation Plan Overview

- Functioning as a Parking Consultant On-Call
- Building on 2012 Parking Initiative Plan
- Focused on Implementation
- Project Elements to Date:
 - Mobile LPR Spec and RFP (Led to NuPark contract)
 - LPR Privacy Policy Elements
 - Transportation Demand Management Information
 - Recommended Parking Organization & Staffing Plan
 - Parking Program Framework Plan

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Parking Organization & Staffing Plan



Recommended Organizational Model

- Hybrid of Vertically Integrated City Department Model and Professional Services / Outsourced Management Model
 - Hybrid model envisions a lean City staff.
 - Small program reflects the size of the community and is scalable over time.
 - Begin with full-time Parking Program Manager.
 - Engage a private parking management firm for at least an initial 3-year period.
 - Create Parking Advisory Board.



CITY DEPARTMENT

- Parking Manager with lean staff
- Parking Advisory Board
 - 5 – 7 Members
 - Appointed by Council or Mayor
 - Representing:
 - City of San Marcos
 - Hays County
 - Downtown Stakeholders
 - Texas State University

Parking Manager

- Public face of the department
- Program and Policy Development
- Outsourced "Day-to-Day Operations"
 - Contract Administration
(Private Parking Management Firm)
- Public Outreach
 - Representing:
 - City of San Marcos
 - Hays County
 - Downtown Stakeholders
 - Texas State University

Private Parking Management Firm

- Engaged via Management Agreement
- Day-to-Day Operations
- Operations Plan and Procedures Development
- Advisory Function
- Initial 3-Year Term

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Parking Program Framework Plan



Parking Program Framework Plan

- Vision / Mission Statements
- Program Guiding Principles
- 11 Primary Action Items



Parking Program Framework Plan

- **Primary Action Items**

- **#1: Create & Empower Parking Management Organization**

- Hire a Parking Manager, create a Parking Advisory Board, and engage a parking management firm.

- **#2: Establish Parking Benefit Districts**

- Create "Parking Benefit Districts" by Ordinance.

- **# 3: Invest in Parking Management Technology**

- Contract for purchase and installation of parking technology.

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Summary of Data Collection Efforts



Summary of Data Collection Efforts

- Parking occupancy surveys
- Parking enforcement citation data



Parking Occupancy Surveys 2018

- Surveys of the study area were conducted at 10 am, 1 pm, and 7 pm using mobile License Plate Recognition (LPR) equipment.
- August 2, 2018 (TXST Summer Session)
 - Peak Demand Observed: 1:00 PM (Overall occupancy 57%)
 - 12 blocks within study area over 85%
- September 12, 2018 (TXST Fall Semester)
 - Peak Demand Observed: 1:00 PM (Overall occupancy 70%)
 - 19 blocks within study area over 85% (42%)



Downtown San Marcos

On-Street Parking Occupancy Survey

August 2, 2018

Legend

Study Area Boundary

Parking Occupancy (1 PM)

0 - 25 %

25 - 50 %

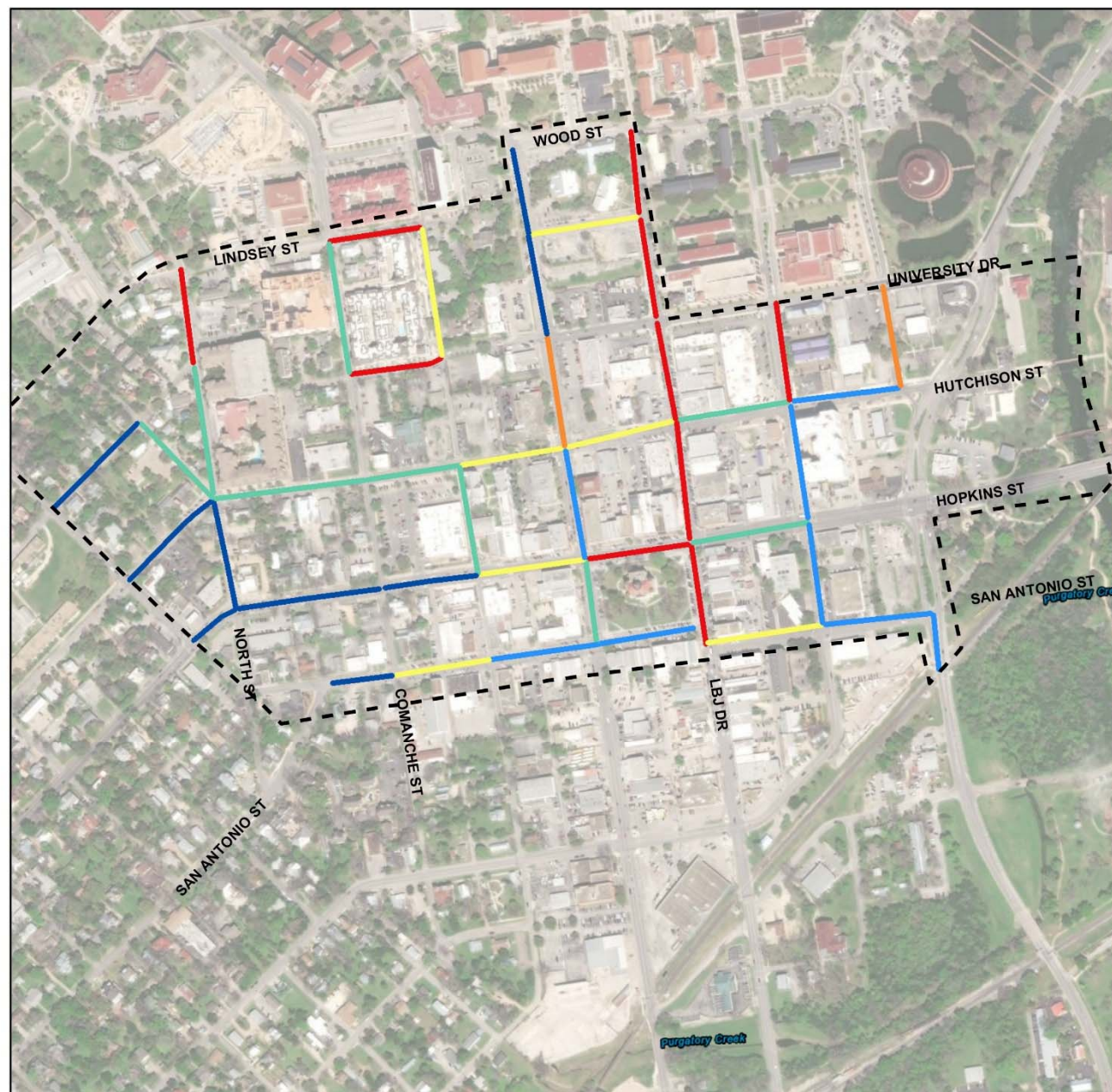
50 - 75 %

75 - 85 %

85 - 90 %

90+ %

Total On-Street Parking - 722 Spaces
Study Area Avg Occupancy (1 PM) - 57%





Downtown San Marcos

On-Street Parking

Occupancy Survey

September 12, 2018

Legend

Study Area Boundary

Parking Occupancy (1 PM)

0 - 25 %

25 - 50 %

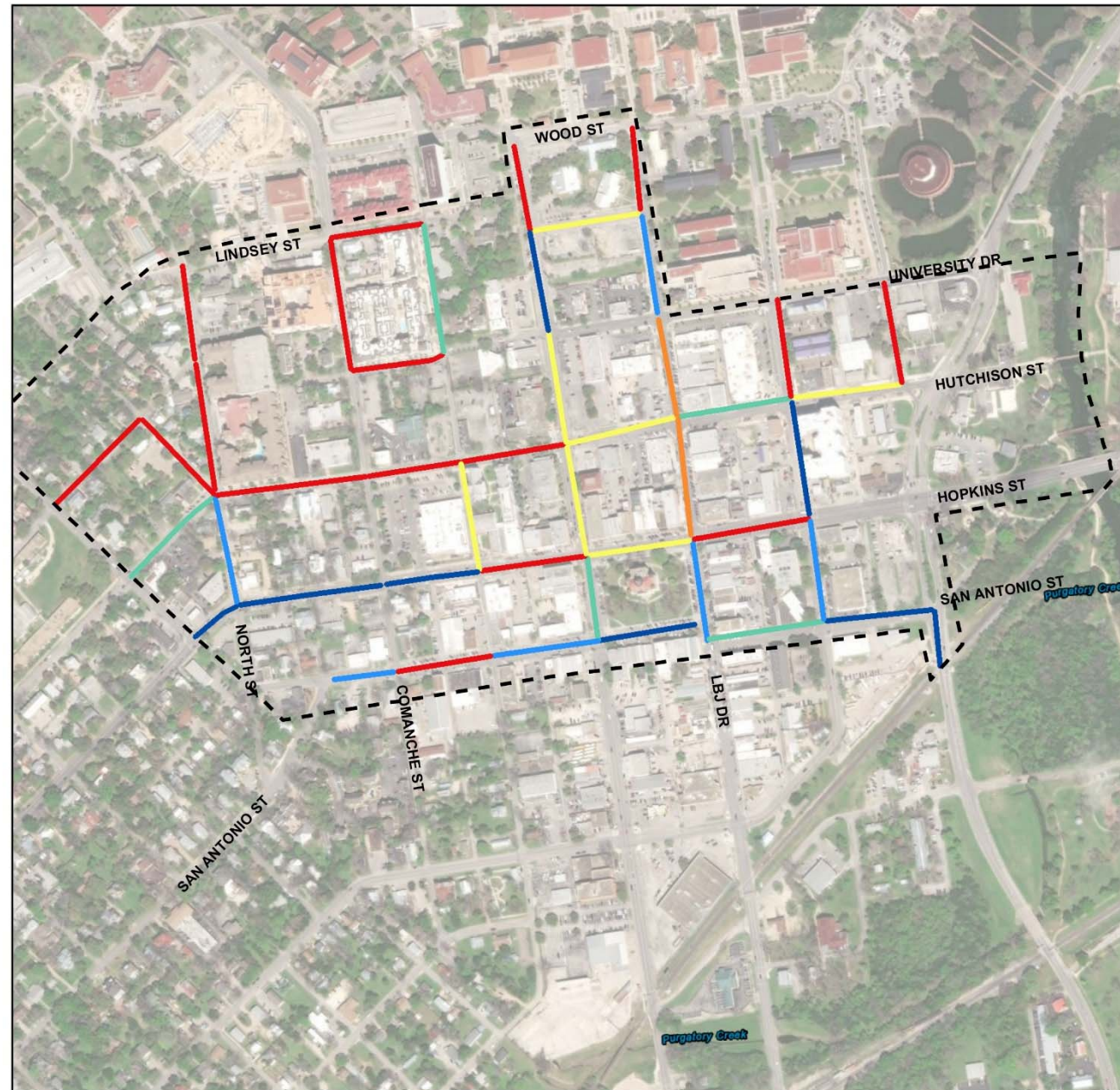
50 - 75 %

75 - 85 %

85 - 90 %

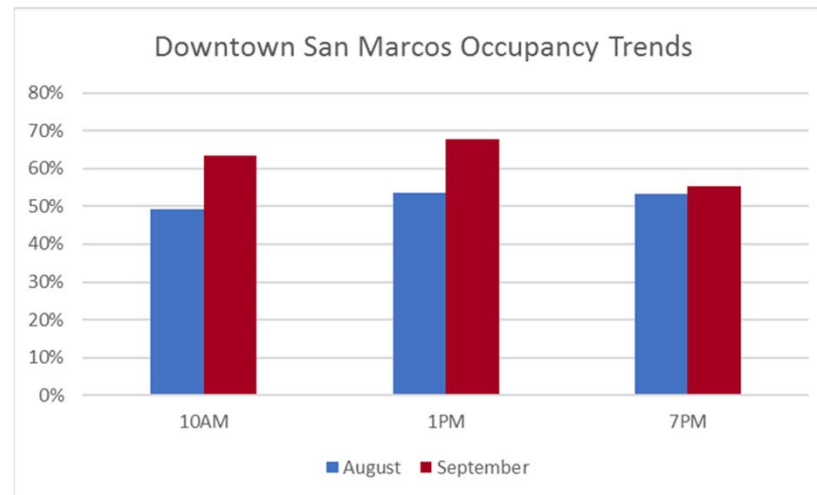
90+ %

Total On-Street Parking - 722 Spaces
Study Area Avg Occupancy (1 PM) - 74%





Parking Occupancy Surveys 2018



- Data suggest that TXST students add approx. 13% to downtown parking demand, compared to counts done during the Summer.
- This equates to demand for 85 additional on-street spaces.



Violation Rate Data Analysis

- Key metric for assessing on-street parking conditions is the “Violation Rate” (the number of vehicles in violation of posted time limits).
 - Data was generated by San Marcos PD using the NuPark LPR system.
- Violation rate:
 - Data collected from 8/1/2018 – 9/28/2018 (over 10,589 LPR “plate reads”).
 - Number of vehicles exceeding the time limits was 985 (avg. 24 per day).
 - This equates to a statistically high violation rate of approx. 10%.
 - Target violation rate is typically 3% – 5%.
 - Annualized, this would equate to approx. 8,760 violations per year.

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On-Street Paid Parking Assessment



On-Street Paid Parking Assessment

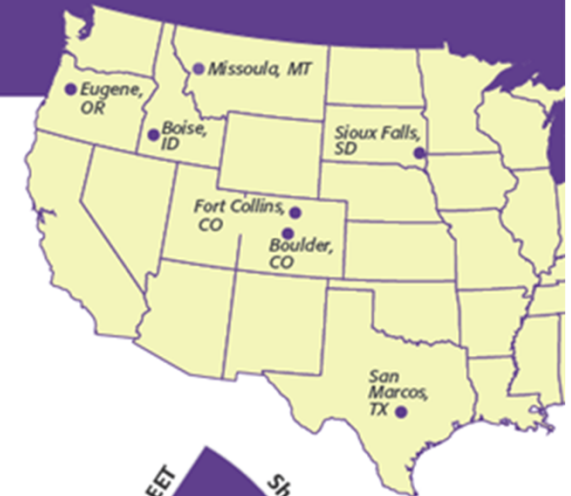
- Managing turnover, not revenue generation, is the primary motivating factor for implementing on-street paid parking.
- Reducing long-term parking on-street will create more customer parking for downtown businesses and stimulate economic activity.
- Kimley-Horn on-street paid parking assessment considers 27 factors and the paid-parking justification threshold is 100 points.
- Based on this analysis, San Marcos just meets the minimum criteria for implementing on-street paid parking.
- Must be implemented in conjunction with supporting organizational framework.

SPECTRUM OF PARKING ALTERNATIVES

A combination of approaches and strategies is necessary to achieve the vision and objectives for parking and access downtown.

Where do your peer communities and districts fall along the spectrum?

On-Street Parking Management Strategies



Off-Street Parking Management Strategies



Other Strategies to be Considered with On-Street and Garage Parking:

Expand Enforcement to Evening and Weekends.

Manage Employee Parking Options/incentives to move employees off-street.

Residential Parking Permit Program

Reduce spillover impact on neighborhoods.

Enhanced Communication, Education and Wayfinding

- Help customers find parking quickly
- Mobile apps

Alternative Funding Options

- Parking districts
- Impact fees

Transportation Circulation Options

- Circular shuttle
- Bike share

Increase Supply

- Parking garages
- Surface lots

Park & Ride

- Max



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Paid Parking Recommendations



Phase I Recommendations

1. Paid On-Street Parking Hours:

Monday – Friday, 9:00 AM – 6:00 PM

2. Time Limits:

Retain two-hour time limits in the paid parking area(s).

3. Rates:

Initial rate for Phase I area is \$1.00 per hour.

Grant administrative flexibility, with oversight from Parking Advisory Board, to set paid hours, time limits, and rates (ordinance should authorize a range of acceptable paid hours, time limits, and a rate ceiling).

A rate range of \$1.00 minimum up to \$3.00 maximum is recommended. Increases can be made in increments of \$0.25. Criteria should be developed to justify rate increases based on utilization analyses.

4. Phased expansion of paid system:

Conduct on-going utilization studies of high demand parking areas.

Use the On-Street Paid Parking Assessment criteria to determine future paid parking expansion.



Phase I Recommendations

5. **Parking Zones:**

Create defined parking “zones” within the paid parking area to facilitate pay-by-cell phone applications.

6. **Residential Parking Permit Program:**

Amend the existing Residential Parking Permit program policies and procedures to reflect and integrate the new LPR system.

7. **Employee Parking:**

Create on-street permits in lower demand areas, where the City can lease off-street space for monthly permits + designate 10-hour zones to accommodate employee parking in the short-term until additional off-street parking resources are developed.



Downtown San Marcos

*Proposed Paid Parking
Boundaries*

Legend

Proposed Paid Parking

Study Area Boundary

Parking Occupancy (1 PM)

0 - 25 %

25 - 50 %

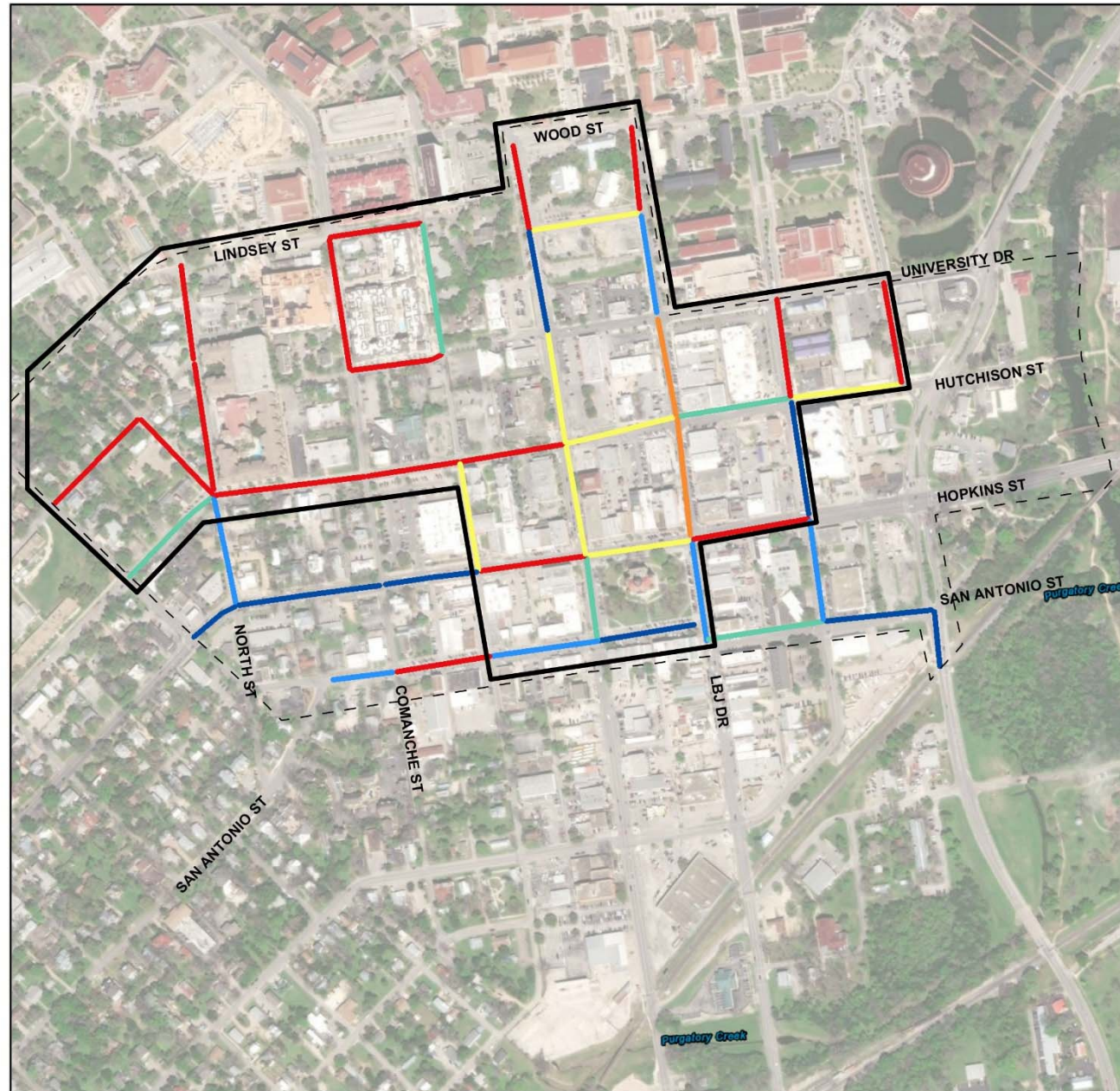
50 - 75 %

75 - 85 %

85 - 90 %

90+ %

Total On-Street Parking - 722 Spaces
Study Area Avg Occupancy (1 PM) - 74%





Phase II Recommendations

- Continue monitoring on-street parking occupancy, turnover , and enforcement data.
- Per On-Street Paid Parking Assessment criteria, consider implementation of on-street paid parking for the approx. 400 remaining spaces between San Antonio St. & Comal St.
- Continuous improvement of parking management program.

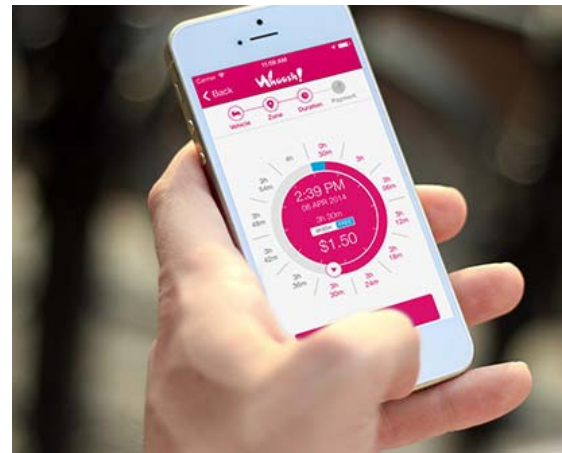
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Technology Recommendations



Technology Recommendations

- Invest in a multi-space parking meter system that supports “pay-by-license plate” methodology.
- Invest in Pay-by Cell mobile parking application.



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Initial Revenue & Capital Cost Estimate



Initial Revenue & Capital Cost Estimate

City of San Marcos

Preliminary On-Street Meter Revenue Projection Model

\$1.00 per Hour Rate

Factors	Variables / Assumptions
Enter number of metered spaces:	425
Enter # of hrs/day	9
Enter # of days per week.....:	5
# of weeks per year meters paid :	51
Enter the hourly rate in \$ per hour:	\$ 1.00
Utilization factor	0.6

Projected Annual Meter Revenue: \$ 585,225

Number of controlled spaces	425
Number of spaces controlled/device:	8
Number of meter mechanisms:	53.125
Cost of each mechanism:	\$ 9,500

Projected Equipment Capital Cost: \$ 504,688

\$ 85,500
\$ 10,000

Projected Year One Net Revenue \$ (14,963)

Projected Year Two Net Revenue \$ 471,000.00

Variable Inputs - Changed values will update totals.



Budget Strategy

- Create Parking Management Fund to capture revenue and expenses
- Issue previously authorized short term debt for purchase of equipment, with debt service paid from parking revenues
- Use previously issued bond funds first year of program administrative expenses, with subsequent years paid from parking revenues.

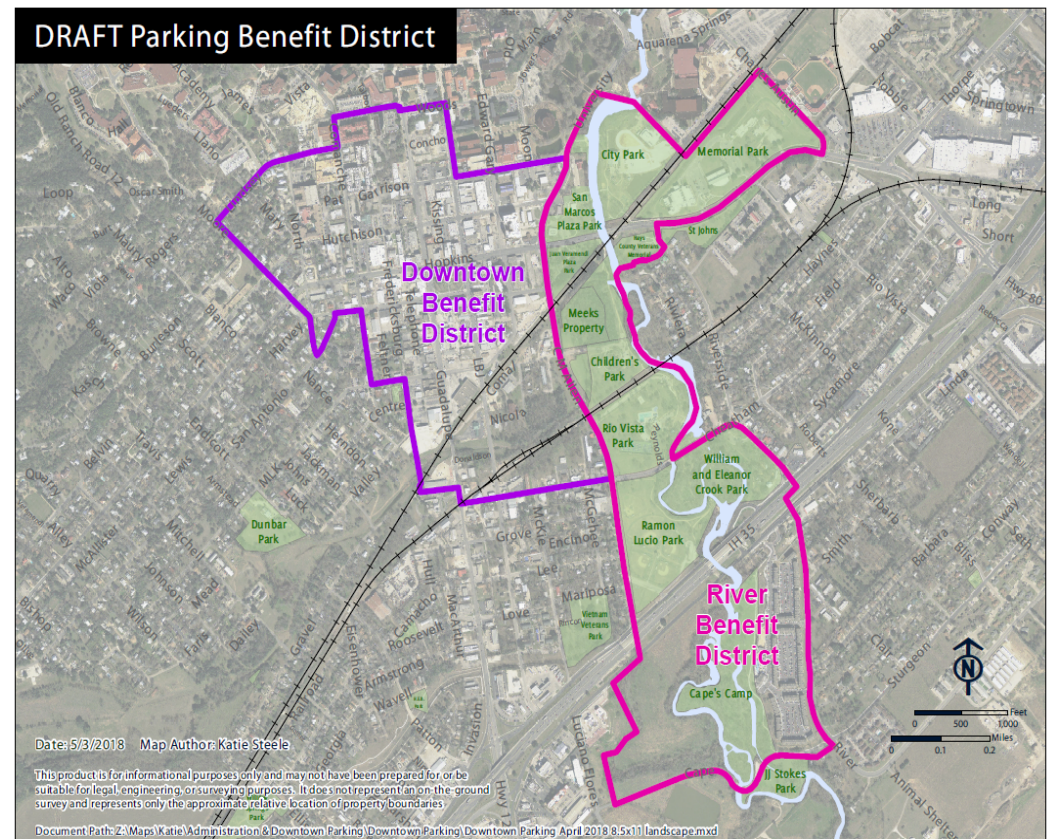
An abstract graphic design featuring three main colored regions: a dark blue area at the top, a green area at the bottom left, and a red area at the bottom right. These regions are separated by white, wavy lines. The text 'Parking Benefit Districts' is positioned in the white space between the blue and green areas.

Parking Benefit Districts



Parking Benefit Districts

- Parking Benefit Districts encourage support for on-street paid parking by dedicating a percent of net meter revenue back to the area it was generated.
- Ordinance should define specific terms and conditions for the use of these funds and who controls their disbursement.





Parking Benefit Districts

- Typically, an ordinance is created to define the Parking Benefit District boundaries and specific use agreement details.
- Recommend a 30% / 70% revenue split with 70% dedicated to the Parking Benefit Districts.
- Council appointed Parking Advisory Board oversees distribution of funds.
- Common district enhancements include:
 - sidewalk/walkability improvements
 - district beautification
 - transportation or parking investments



Recommendations Summary

- Hire Parking Manager
- Create Parking Advisory Board
- Establish Parking Benefit Districts
- Procure pay-by-plate meters and mobile application technology
- Community education & outreach
- Implement Phase I on-street paid parking
- Phase II monitoring & continuous improvement



Next Steps

- December 4, 2018
 1. Resolution adopting “On-Street Paid Parking Implementation Plan”
 2. Budget amendment to add “Parking Manager” position
 3. Ordinance(s) to establish Parking Advisory Board, Parking Benefit Districts, and authorize on-street paid parking



Next Steps

- Early 2019
 1. Hire Parking Manager (January – February)
 2. Parking technology procurement (January – March)
 3. Continued community engagement (February – April)
 4. Council approval of contract for purchase and installation of parking technology (March – April)

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Questions / Discussion
Thank you!